

Barriers

- B1. Library schools are not teaching needed, relevant skills.
- B2. Costs of MILS degree versus benefits from pursuing other careers for college educated.
- B3. Jobs: loss, low job security, lack thereof
- B4. Low salaries
- B5. Staff shortages, too many demands, inadequate time
- B6. Cost of job training with stretched budgets
- B7. Many librarians do not have enough skills and vocabulary for life-long learning for themselves and for end-users
- B8. Lack of formal professional standards, certification and credentials for library pros
- B9. Weak local library governance with little recognition for training
- B10. Marketing/awareness within each community
- B11. Popular negative stereotype of public sector worker
- B12. Lack of bandwidth – storage of files, online training, rural areas
- B13. Perception of technology making librarians obsolete
- B14. Uncertainty of skills librarians will need based on uncertainty of libraries' future.
- B15. Perception of librarians and nature of library work (e.g., libraries as book warehouses)
- B16. Lack of interest from people of color in the profession; lack of minority (LIS) grads in western states.

Opportunities

- O1. Partnering with like agencies, organizations
- O2. Partnering with community agencies around training for community needs
- O3. New LSTA plan focus on training, CE
- O4. Technology overcoming geographic barriers for travel for training
- O5. Online archived web for future use in training
- O6. 21st C skills are set in place and just need to begin bringing people up to speed.
- O7. Federal stimulus \$\$ for broadband in remote areas
- O8. Economy has made library staff more visible & vital
- O9. Training will improve local services with impacts on locales
- O10. Better education of board members about CE as required in other professions
- O11. Better educate those who appoint board trustees about roles & responsibilities
- O12. New law allows for trustee training
- O13. CE requirement after degree
- O14. Best practices improve services & operations

Priority 3

(A) providing training and professional development, including continuing education, to enhance the skills of the current library workforce and leadership, and advance the delivery of library and information services; and (B) enhancing efforts to recruit future professionals to the field of library and information services

Strategies

- S1. "Substitute" librarians allows rural librarians to attend trainings
- S2. Use of LSTA funds for costs of training
- S3. Multi-state delivery of web training
- S4. State libraries fund programs for staff to fill in while permanent staff attend trainings
- S5. Become more politically and media savvy.
- S6. Orientation & training to trustees and those who appoint trustees
- S7. Make libraries as source of expensive and extensive technology – Internet, e-books, readers, laptops, software

- S8. Map core competencies to 21st century skills

- S9. Identify and collaborate with other agencies on core training needs
- S10. State matching grants to libraries to create templates or webinars for dissemination
- S11. Remote training: (1) prepare end library (e.g., firewalls), (2) prepare staff to learn online; (3) online webinars
- S12. Create website for warehousing presentations, digitizing content, clearinghouses, etc.
- S13. Evolve/integrate from existing CE a national curriculum for 21st century skills – library version
- S14. Locate existing online training; don't reinvent the wheel
- S15. Training of directors for dealing with boards
- S16. CE certification guidelines/standards
- S17. Use business tools – Baldrige Criteria esp for developing systems and processes

PRIORITY 3